

IN THE SPECIFICATION

Please amend the specification as follows. REPLACE the paragraph beginning on page 1 line 21 and ending on page 2 line 9 with:

The electronic auction sales paradigm exemplified by web-based auction sites such as such as eBay (~~http://www.ebay.com~~), Onsale (~~http://www.onsale.com~~), Yahoo (~~http://auctions.yahoo.com~~) and the like allows purchasers to bid for items they want to buy. The great advantage of this business model is that the potential buyer has the possibility to define the price that he/she is willing to pay for this item. In contrast to traditional sales/purchase paradigms, a 'price' in this electronic marketplace is not a fixed quantity, but rather a dynamic entity. Because of this fact, the popularity of web-based auction sites is growing rapidly. Additionally, more and more purchasers are becoming involved and taking advantage of this auction based buying on the World Wide Web (WWW). In the near future it is highly probable that dynamic prices for buying items will become a standard, especially as world commercial markets become more tightly integrated.